

12 June 2008 at 9.30 a.m.

NIINA NENONEN TO ASSUME RESPONSIBILITY FOR MARIMEKKO'S CLOTHING PORTFOLIO AND ITS PROFITABILITY

As of 1 August 2008, Ms Niina Nenonen, 42, will be responsible for Marimekko's clothing portfolio and its profitability. She will also become a member of the company's management group. Niina Nenonen will report to Mr Mika Ihamuotila, President & CEO.

Mr Samu-Jussi Koski, Creative Director, will be responsible for the clothing line's design strategy. Together with Ms Minna Kemell-Kutvonen, Creative Director of Marimekko's interior decoration line, he will head the company's new creative team as of 1 August 2008. Samu-Jussi Koski and Minna Kemell-Kutvonen will also participate in the work of the company's management group.

Niina Nenonen started at Marimekko as Product Manager of the company's clothing line on 25 February 2008. In her new position, she will succeed Ms Sirpa Loukamo who will retire at the beginning of September 2008. Before joining Marimekko, Niina Nenonen was in charge of Artek's flagship store in Helsinki. Prior to that, she worked for over ten years with Stockmann plc, mainly in the fashion and clothing departments in managerial positions related to purchasing and assortment selection. She was responsible for the Zara clothing chain in Finland, and served as purchasing manager for the department store's international operations, purchasing manager and member of the management group of Hobby Hall, and product manager for Seppälä.

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Marimekko is a leading Finnish textile and clothing design company that was established in 1951. The company designs, manufactures and markets high-quality clothing, interior decoration textiles, bags and other accessories under the Marimekko brand, both in Finland and abroad. Marimekko products are also manufactured under license in various countries. In 2007, the company's net sales amounted to EUR 77.3 million. Exports and income from international operations accounted for 26.5% of the Group's net sales. The Group employs about 400 people. The company's share is quoted on the OMX Nordic Exchange Helsinki. For further information, visit www.marimekko.com.